

## ENTERTAINMENT

### F&M Bank Kids Zone

- 🎵 Face Painting
- 🎵 Circus Daze Clowns
- 🎵 Inflatables
- 🎵 Stilt Walkers
- 🎵 Happy Root activities
- 🎵 Rock Climbing Wall

### LIVE MUSIC

- 11 a.m.-12 p.m.  
**Big Tez, Jamie Wright and  
The Rhythm Section**
- 12:30-1:30 p.m.  
**Cassette Rewind**
- 2:00-3:00 p.m.  
**Gump Fiction**
- 3:30-4:30 p.m.  
**Travers Brotherhood**
- 5:00-6:00 p.m.  
**live Mother Mary**
- 6:30-8:00 p.m.  
**Sister Hazel**



## FOOD

Enjoy a variety of tasty offerings for everyone from Southern food lovers to picky eaters from festival vendors, plus restaurants and eateries in downtown Salisbury. To see a list of downtown businesses, please visit [downtownsalisburync.com](http://downtownsalisburync.com).



## BEER GARDEN

Featuring five local breweries, near the 200 block of North Main Street. Alcoholic beverages must be purchased in the Beer Garden, but can be consumed throughout the Festival area (but NOT outside the Festival area). Must be 21 years of age. Valid ID is required.

### SPONSORS:



## CHEERWINE MERCHANDISE

Available for purchase throughout the Festival, including two official Cheerwine merchandise tents and in downtown Salisbury merchant shops. Look for new items from Cheerwine this year!



## CHEERWINE BEVERAGES

Cheerwine canned soft drinks will be offered for \$1, while Cheerwine 20 oz bottled drinks will be offered for \$2. All proceeds from the official Cheerwine soft drink tent sales will benefit Rowan Helping Ministries. Recycling proceeds will benefit Faithful Friends Animal Sanctuary.



## CHEERWINE FAN CLUB

You can register to become a member of the Cheerwine Fan Club at the Fan Club tent to receive Cheerwine news and offers on Cheerwine, merchandise and more. Current fans can visit the tent to find out about the special Cheerwine Fan festival activity!



## CHEERWINE HISTORY EXHIBIT

A Cheerwine History Exhibit will take center stage at the Rowan Public Library beginning Wednesday, May 9 through Festival day from 10 a.m. to 1 p.m. View and hear the story of Cheerwine's founding right here in Salisbury 101 years ago.

# THE Cheerwine FESTIVAL

SALISBURY, NC

MAY 19TH 10AM - 8PM | FREE FAMILY EVENT | DOWNTOWN SALISBURY



## Entrance to the Cheerwine Festival is free.

To celebrate the soft drink's centennial in 2017, nearly 40,000 Cheerwine beverages were provided at no charge to all Festival attendees. In 2018, Cheerwine will be sold by food vendors and at official Cheerwine sales tents. All proceeds from the official Cheerwine soft drink tent sales will be donated to a local non-profit: Rowan Helping Ministries



## ATM LOCATIONS

F&M Bank  
- 100 block of N. Main St.  
- 420 N. Main St.  
Wells Fargo Bank  
- 300 block of S. Main St.  
Sharonview Federal Credit Union  
- 501 N. Main St.



## CASH/CREDIT CARDS

Festival vendors may accept various forms of payment for purchases. Please be advised that some vendors may not accept debit/credit cards. See the ATM information above.



## RAIN DATE

The event will be held rain or shine. In the event of severe weather or an act of God, the Festival may be rescheduled or cancelled outright.



## FESTIVAL MAP

A map of the Cheerwine Festival footprint is located at: [www.salisburync.gov/CheerwineMap](http://www.salisburync.gov/CheerwineMap)



## LODGING

Salisbury has a number of hotels and Bed and Breakfasts in the immediate area for fun overnight stays. Go to [visitsalisburync.com](http://visitsalisburync.com) for information on lodging.



## PROHIBITED LIST

No outside alcoholic beverages  
No pets  
No bicycles  
No skateboards or skates  
No signs  
Shirts and Shoes required



## HANDICAPPED PARKING

Handicapped parking for the Festival is located behind the Allied Finance Building on 231 S. Main St. The entrance is on E. Bank St. Please place your handicapped placard in a visible location.



## ROAD CLOSURES

Four roadways will be closed from Saturday, May 19 at 12 a.m. to Sunday, May 20 at 1 a.m.  
- S. Main (E. Bank-E. Liberty)  
- E. Innes (S. Lee-N. Church)  
- E. Fisher (S. Lee-S. Church)  
- E. Council (S. Lee-N. Church)



## SHUTTLE STOPS

Transportation shuttle stop locations are included on the map: [salisburync.gov/CheerwineMap](http://salisburync.gov/CheerwineMap). As well, signage will be featured to guide drivers to offsite parking locations.



## SPONSORS

Featured sponsors of the 2018 Cheerwine Festival are F&M Bank, Hotwire and Cheerwine. The sponsor area is near the Square at the intersection of N. Main and Innes St.



## PUBLIC RESTROOMS

Public restrooms (Port-A-Potties), along with central hand-washing stations, will be available along Main Street. Please refer to the Festival map for specific locations.



## NURSING MOTHERS

Nursing mothers who would like to nurse indoors or in private can visit the information booth on South Main Street.



## EMERGENCIES

An emergency station will be located at the Festival. The station will be manned by public safety and health services staff.



## SECURITY

Law enforcement and public safety officials will be located downtown and in the parking areas. Speak to the nearest officer or reach out to Festival staff if assistance is needed. For emergencies, call 911.



## PARKING

- Downtown Salisbury, except where otherwise noted

## SATELLITE SHUTTLE STOPS

- Rowan Cabarrus Community College, near Jake Alexander Blvd.  
- West End Plaza, 1935 Jake Alexander Blvd.

Look up the parking map at [salisburync.gov/CheerwineParking](http://salisburync.gov/CheerwineParking)



## TRASH CANS

Please help keep Salisbury beautiful. Dispose of trash in designated trash receptacles.



## RECYCLING

Designated recycling bins are available along the event route. All recycling proceeds will be donated to Faithful Friends Animal Sanctuary.



## PHOTOGRAPHY

Photographers will be at the Festival throughout the day. Please be advised that these images may appear in marketing materials, and attendance at this public event is your consent to have your photograph taken.



## Lost and Found

Please bring any items found during the Festival to one of the two official Information Booths located along Main Street. Visitors can check for lost items at these locations.